

**What is claimed is:**

1. A mobile shopping assistant device comprising:
  - a handheld computer;
  - a product information input device coupled to said handheld computer;
  - a display output device coupled to said handheld computer;
  - a global positioning system receiver coupled to said handheld computer, whereby the location of the handheld computer is capable of being determined; and
  - a wireless communication system coupled to said handheld computer capable of communicating with a global computer network,whereby said product information input device provides product information and results in product pricing and location information to be provided to a potential consumer.
2. A mobile shopping assistant device as in claim 1 wherein:

said product information input device comprises an optical scanner, whereby said optical scanner is capable of reading a bar code placed on a product.

3. A mobile shopping assistant device as in claim 1 whereby:

said product information input device comprises voice activation.

4. A mobile shopping assistant device as in claim 1 further comprising:

a printer, whereby a coupon is capable of being printed.

5. A mobile shopping assistant comprising:

means for obtaining information about a selected product of interest;

means for identifying the physical location of the mobile shopping assistant;

means for searching a database to obtain the information about the selected product and location of similar products related to the selected product; and

means for displaying the information relating to the related products and the selected product to a potential consumer,

whereby the potential consumer is capable of making an informed purchasing decision.

6. A mobile shopping assistant device and system comprising:

a handheld computer;

a product information input device coupled to said handheld computer;

a display output device coupled to said handheld computer;

a global positioning system receiver coupled to said handheld computer, whereby the location of the handheld computer is capable of being determined; and

a wireless communication system coupled to said handheld computer capable of communicating with a global computer network; and

a price and discount server coupled to the global computer network and capable of storing price and location information about products,

whereby said optical scanner provides product information and said price and discount server provides product pricing and location information to be provided upon request to a potential consumer.

7. A mobile shopping assistant device and system as in claim 6 further comprising:

a customer data storage device coupled to said handheld computer.

8. A mobile shopping assistant device and system as in claim 6 further comprising:

processing means, associated with said price and discount server, for analyzing a potential consumer's use of the mobile shopping assistant device.

9. A mobile shopping assistant device and system as in claim 6 further comprising:

a printer coupled to said handheld computer.

10. A method of providing information to a potential consumer comprising the steps of:

scanning a bar code associated with a selected product of interest;

establishing a physical location of the selected product of interest;

determining another physical location of available products substantially the same as the selected product of interest;

comparing information about the available products relative to the selected product; and

displaying the selected information,

whereby the potential consumer is better informed to make a purchasing decision.

11. A method of providing information to a potential consumer as in claim 10 further comprising the steps of:

storing customer data relate to the potential consumer's selection of the selected product of interest; and

analyzing the customer date.

12. A method of providing information to a potential consumer about products comprising the steps of:

scanning a bar code associated with a selected product of interest with a handheld computer;

establishing a physical location of the selected product of interest with a global positioning system;

transmitting the physical location of the selected product of interest to a service provider connected to a global computer network;

coupling a price and discount server containing pre-selected information about the selected product of interest comprising price, location and discount information to the global computer network;

storing customer information and information identifying the selected product of interest;

searching the pre-selected information on the price and discount server for related information to the selected product of interest;

searching the global computer network for other information related to the selected product of interest comprising price, location, and discount information for the selected product of interest;

storing the other information related to the selected product of interest comprising price, location, and

discount information for the selected product of interest on the price and discount server;

transmitting the related information and the other information related to the selected product to the handheld computer;

analyzing the customer information and the information identifying the selected product of interest;

determine proposed product information related to selected items that could be of interest to the customer;

transmitting the proposed product information to the handheld computer; and

displaying the related information, the other information, and the proposed product information for viewing by the potential consumer,

whereby the potential consumer is better informed to make a purchasing decision.